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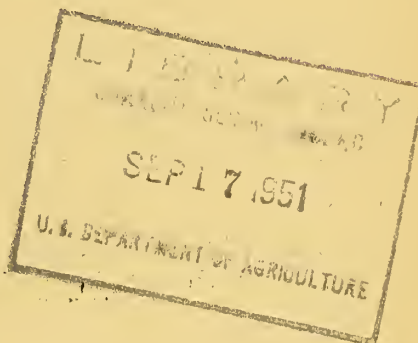
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
IN  
JULY 1951

United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration



Washington, D. C.  
August 1951

## FOREWORD

This report presents data on consumer purchases during July 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc.,  
under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
JULY 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders purchased the equivalent of 4,438,000 boxes of oranges in fresh form as frozen concentrated and canned single strength juice during July 1951. This represented an increase of 19 percent over the same month last year. On an equivalent basis, purchases of oranges in each of the three forms were higher than during July 1950. Frozen concentrated orange juice increased from 27 to 31 percent of the total, fresh oranges declined from 44 percent to 39 percent, and canned single strength orange juice accounted for 29 percent, the same proportion as in July 1950.

During July 1951 householders purchased more canned single strength orange juice than during any month since December 1949. Purchases of frozen concentrated orange juice were about the same as in recent months, while fresh orange purchases were slightly higher than in July 1950. Purchases of canned single strength and frozen concentrated orange juice in July 1951 were about equal on a fresh fruit equivalent basis, whereas purchases of frozen concentrated juice had been considerably larger during all other months of this season.

Consumers paid an average of 28.1 cents per 46-ounce can for single strength orange juice in July, the lowest price for any month in the past two seasons. This marked the first time during this period that the price of canned orange juice was below that of canned tomato juice. Purchases of canned tomato juice in July declined to the lowest level of any month in the past two seasons, and the average price of 8.7 cents per 46-ounce can was the highest of any month in these seasons. For the first time during the past two seasons the average price paid for tomato juice was higher than that paid for either canned single strength orange, grapefruit, or orange-grapefruit blended juice.

Consumers bought less canned pineapple, prune, vegetable combination, and apple juices in July than in June and, except for pineapple juice, less than in July 1950.

Purchases of frozen concentrated grapefruit juice, canned single strength grapefruit juice, and fresh grapefruit by householders during July 1951 were equivalent to 1,771,000 boxes of fresh fruit, 55 percent larger than purchases during July of last year. Fresh grapefruit purchases were more than double those of July last year, and consumers took nearly 50 percent more canned single strength grapefruit juice than during July 1950. Household purchases of canned grapefruit juice in July 1951 were the largest of any month since October 1949, and the average price paid, 23.8 cents per 46-ounce can, was the lowest.

Householders bought 584,000 boxes of fresh lemons in July, the largest volume in any month this or last season. Purchases of canned lemon juice increased seasonally but were about 8 percent less than in July last year. The average price paid by householders in July was down 9 percent for fresh lemons and 22 percent for canned lemon juice from the levels of July 1950.

Dried prune purchases by householders amounted to 2,686 tons in July, 27 percent below purchases in June, and 23 percent below those of July 1950. Consumers paid an average price about 15 percent higher than a year ago. Domestic date purchases were down more sharply from June to July 1951 than were those of imported dates. Household purchases of dates in July totaled 482 tons, a decline of 35 percent from June.



## FROZEN CONCENTRATED JUICES

Household purchases of frozen concentrated orange juice in July 1951 amounted to 1,756,000 gallons, slightly below purchases in June and about 8 percent below the quantity bought in February, the peak month thus far this season (fig. 3). Purchases, however, continued to be well above those of a year ago, as July purchases were about 44 percent larger than during the same month in 1950. For the season to date (October 1950-July 1951), household purchases were approximately 59 percent larger than in the corresponding period last season.

Purchases of frozen concentrated orange juice during the 3 month period, (May, June, and July 1951), were 7 percent lower than in the preceding 3 months of this season. This decline in total household purchases resulted primarily from a decrease in the average volume purchased per buying family, since the proportion of families buying during the more recent 3 months has averaged a little higher than in the preceding period.

Consumers paid an average of 21.8 cents per 6-ounce can of frozen concentrated orange juice during July, practically unchanged from the average prices of the preceding 3 months, but considerably below the 26.1 cents paid in July 1950. About 19 percent of all families bought frozen concentrated orange juice in July, which is the highest percentage during any month with the exception of last October, when the percentage was slightly above 19 percent (table 1). Approximately 14 percent of all families bought frozen concentrated orange juice during July of last year.

Families buying frozen concentrated orange juice during July 1951 averaged slightly over 13 ounces per purchase, almost unchanged from June but above the average of about 11½ ounces in July 1950.

Purchases of frozen concentrated grapefruit juice by householders totaled 60,000 gallons during July 1951, and consumers paid an average of about 17 cents per 6-ounce can during the month (fig. 4). A total of 86,000 gallons of frozen concentrated orange-grapefruit blended juice was purchased at an average price of 17.4 cents per 6-ounce can.

## CANNED JUICES

In July 1951 canned single strength orange juice purchases were the largest since December 1949 and canned grapefruit juice purchases were the largest since October 1949 (fig. 5). At the same time purchases of canned tomato juice were the lowest since this series began in October 1949 (fig. 6). The average prices paid for canned single strength orange, grapefruit, and orange-grapefruit blended juices were the lowest in July of any month during this series, while the average price paid for tomato juice was the highest. The average price paid for each of these three citrus juices was lower than that for tomato juice. The proportion of all families making purchases of each canned citrus juice in July was higher than in June. Total household purchases of canned pineapple, prune, vegetable combination, and apple juices were smaller than in June and, except for canned pineapple juice, were below the levels of July 1950.

Householders purchased 1,775,000 cases (equivalent No. 2 cans) of canned single strength orange juice in July 1951. This was the largest quantity of any canned juice purchased by householders during the month. July purchases were 31 percent larger than those in June and 30 percent more than in July 1950. For the season to date (October 1950-July 1951), however, household purchases were about 9 percent below those of the comparable period last season.

Almost 17 percent of all families in the United States purchased canned orange juice in July, the largest proportion buying any of the canned single strength juices during the month. With the exception of February 1950, this was also the largest proportion of families purchasing canned orange juice in any month since this series began in October 1949. Householders paid an average of 28.1 cents per 46-ounce can for orange juice in July, the lowest price since this series began.

Household purchases of canned single strength grapefruit juice amounted to 1,192,000 cases (equivalent No. 2 cans) in July 1951. About 12 percent of all families made purchases during July, the highest proportion for any month since October 1949. Householders paid an average of 23.8 cents per 46-ounce can for grapefruit juice in July, slightly below the June average but substantially below the average of 37.6 cents paid in July 1950. For the season to date (October 1950-July 1951), household purchases of canned grapefruit juice were nearly 35 percent above purchases during this period last season.

Householders purchased 499,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice in July 1951. Volume of purchases and percent of all families buying in July were above the levels of the preceding month and of July 1950. Household purchases of canned orange-grapefruit blended juice during October 1950-July 1951 were almost the same as during these months last season.

Consumers purchased 103,000 cases (equivalent No. 2 cans) of canned lemon juice in July, an increase of 20 percent from June, but 8 percent less than in July 1950 (table 2). Nevertheless, the volume of fresh lemons purchased in July showed an even more substantial increase from June and exceeded the level of July 1950 by 14 percent (fig. 8). Householders paid an average of 10.4 cents per 5½-ounce can for lemon juice in July, slightly more than in June, but about 22 percent below the average price in July 1950.

Household purchases of canned tomato juice amounted to 1,176,000 cases (equivalent No. 2 cans) in July 1951, a decrease of 12 percent from June and 19 percent from July 1950 (fig. 6). About 16 percent of all families purchased canned tomato juice in July. This is the smallest proportion of families purchasing tomato juice in any month of this series, while the average price paid--28.7 cents per 46-ounce can--was the highest.

Householders purchased 951,000 cases (equivalent No. 2 cans) of canned pineapple juice in July 1951, 5 percent less than in June but slightly



more than in July 1950 (fig. 6). The average price paid by householders for canned pineapple juice in July was 34.5 cents per 46-ounce can, practically unchanged from June but about 9 percent below July 1950.

Prune juice purchases by householders in July 1951 amounted to 307,000 cases (equivalent No. 2 cans) about 5 percent less than in June and about 17 percent less than in July 1950 (fig. 9). The average price paid by householders for prune juice in July, 32.7 cents per 32-ounce bottle, was up slightly from June and was about 15 percent above the July 1950 level.

### FRESH CITRUS FRUIT

Household purchases of fresh oranges and grapefruit decreased seasonally in July, while fresh lemon purchases increased (fig. 8). Purchases of each of these citrus fruits were above the levels of July last year. Average prices paid by householders in July for fresh oranges and lemons were lower than those paid in the preceding month or in July 1950 (table 3).

Fresh lemon purchases by householders in July 1951 amounted to 584,000 boxes, the largest volume in any month during the past two seasons. Household purchases in July exceeded those in June by 25 percent and were 14 percent larger than in July a year ago. About 38 percent of all families bought fresh lemons in July, the largest proportion during any month since this series began, although practically the same proportion as in June 1950. Consumers paid an average of 40.4 cents per dozen for fresh lemons, slightly less than in June and about 9 percent below the July 1950 average.

Householders purchased 1,749,000 boxes of fresh oranges in July, a decline of 24 percent from the preceding month but about 8 percent more than in July 1950. California-Arizona fresh orange purchases in July were slightly below those of July a year ago while the season to date purchases (November-July) exceeded those of last season by 10 percent (fig. 7). Purchases of fresh Florida oranges were 58 percent greater in July than in the same month last year but the season to date purchases (October-July) were only 2 percent above those of last season. In July 1951 householders paid an average of 38.6 cents per dozen for California-Arizona oranges and 44.8 cents per dozen for Florida oranges. These prices were down somewhat from June and from July 1950.

Householders purchased 455,000 boxes of fresh grapefruit in July, slightly over one-half of the volume bought in June but more than twice the quantity purchased in July a year ago (fig. 8). Consumers paid an average of 88.6 cents per dozen for California grapefruit in July and \$1.05 for Florida grapefruit (table 3).

### DRIED FRUIT

During July 1951, householders bought 2,686 tons of dried prunes, a decline of 27 percent from the amount bought during June, and 23 percent below the amount purchased in July last year (fig. 9). Consumers paid



an average of about 27 cents per pound for dried prunes, about one-half cent above the June average, and  $3\frac{1}{2}$  cents above the average in July 1950. Approximately 7 percent of all families bought dried prunes during July 1951, compared with about 9 percent in the preceding month and in July of last year.

Since April 1951, consumer purchases of dried prunes have been falling below those of the corresponding months of last season. During the earlier months, October 1950-March 1951, household purchases exceeded those of the same months last season by about 11 percent. Therefore, for the period October 1950-July 1951, purchases of dried prunes by household consumers were only 3 percent above those during the same period last season.

Date purchases by householders during July 1951 declined 35 percent from June with purchases of domestic dates declining more than imported dates (table 4). Of the 482 tons bought by householders during July, 226 tons were reported as domestic dates, 209 tons as imported dates and 47 tons were not identified as to origin. Consumers paid an average of about 33 cents per pound for domestic dates and nearly 42 cents per pound for imported dates. The average price paid for all dates was about 37 cents per pound compared with 41 cents during July 1950.

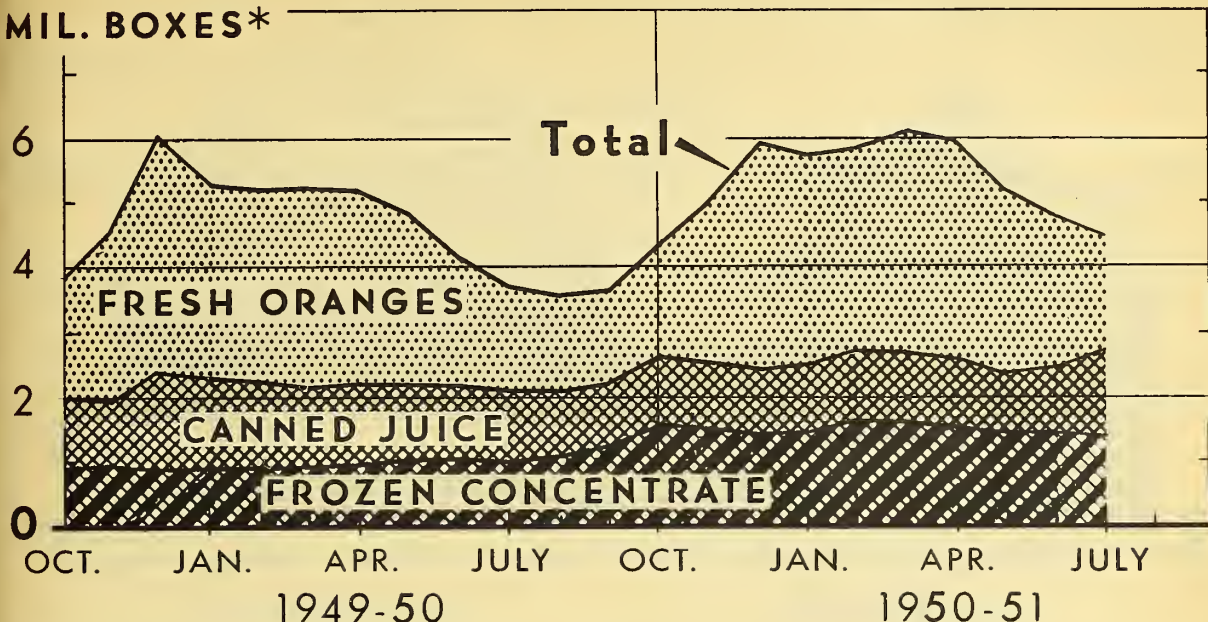
The first part of the paper is devoted to a discussion of the general principles of the theory of the structure of the atom. It is shown that the structure of the atom is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are based on the principle of the conservation of energy.

In the second part of the paper, the author discusses the problem of the structure of the nucleus. It is shown that the structure of the nucleus is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are based on the principle of the conservation of energy.

The third part of the paper is devoted to a discussion of the problem of the structure of the molecule. It is shown that the structure of the molecule is determined by the laws of quantum mechanics, and that the laws of quantum mechanics are based on the principle of the conservation of energy.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES\*



\*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48019-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

Period	Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Fresh oranges		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,505	911 1/4	1,068	1,097	1,686	1,868	4,359	3,876 1/4
December	1,508	958 1/4	1,061	1,013	2,266	2,556	4,835	4,527 1/4
October-December 3/	4,938	2,998 1/4	3,464	4,047	7,985	8,808	16,387	15,853 1/4
January	1,463	873	1,050	1,397	3,216	3,032	5,729	5,302
February	1,619	900	1,141	1,360	3,083	2,964	5,843	5,224
March	1,600	907	1,119	1,260	3,375	3,106	6,094	5,273
October-March 3/	10,044	5,908 1/4	7,058	8,414	18,498	18,678	35,600	33,000 1/4
April	1,546	937	1,043	1,259	3,401	3,002	5,990	5,198
May	1,440 1/4	1,027	944	1,186	2,796	2,620	5,180 1/4	4,833
June	1,444	1,039	1,013	1,151	2,296	1,965	4,753	4,155
October-June 3/	14,841	9,154 1/4	10,284	12,335	27,632	26,860	52,757	48,349 1/4
July	1,383	1,006	1,306	1,097	1,749	1,622	4,438	3,725
August		1,080		1,000		1,499		3,580
September		1,214		987		1,437		3,638
Season 3/		12,726 1/4		15,677		31,797		60,200 1/4

1/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

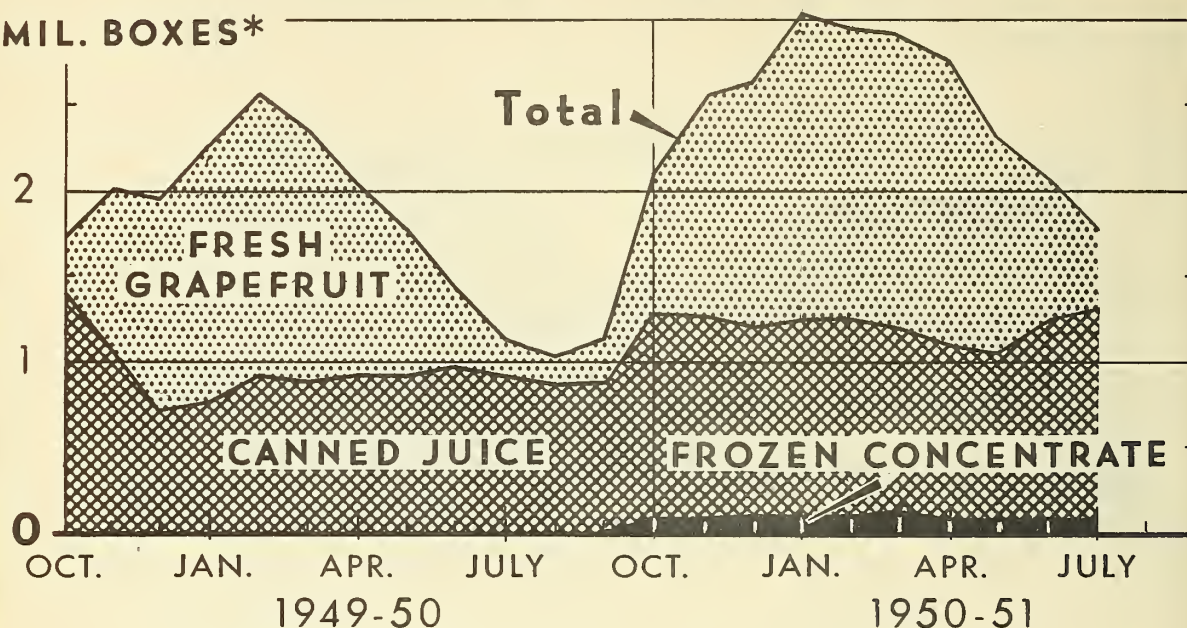
3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48013-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

Period	Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Fresh grapefruit		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	105	---	1,181	1,390	830	334	2,116	1,724
November	98	---	1,151	1,065	1,319	953	2,568	2,018
December	102	---	1,096	710 4/	1,425	1,255	2,623	1,965 4/
October-December 3/	335	---	3,756	3,389	3,925	2,851	8,016	6,240
January	101	---	1,139	745	1,810	1,533	3,050	2,278
February	107	---	1,152	912	1,709	1,670	2,968	2,582
March	125	---	1,081	880	1,713	1,477	2,919	2,357
October-March 3/	698	---	7,431	6,148	9,687	7,929	17,816	14,077
April	87	---	1,017	924	1,660	1,123	2,764	2,047
May	82	---	909	922	1,263	861	2,314	1,783
June	94	---	1,155	993	804	422	2,053	1,415
October-June 3/	989	---	10,847	9,220	13,687	10,531	25,523	19,751
July	84	---	1,232	929	455	214	1,771	1,143
August	---	---	---	863	---	172	---	1,035
September	---	---	---	874	---	262	---	1,136
Season 3/	---	---	---	12,100	---	11,212	---	23,312

1/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

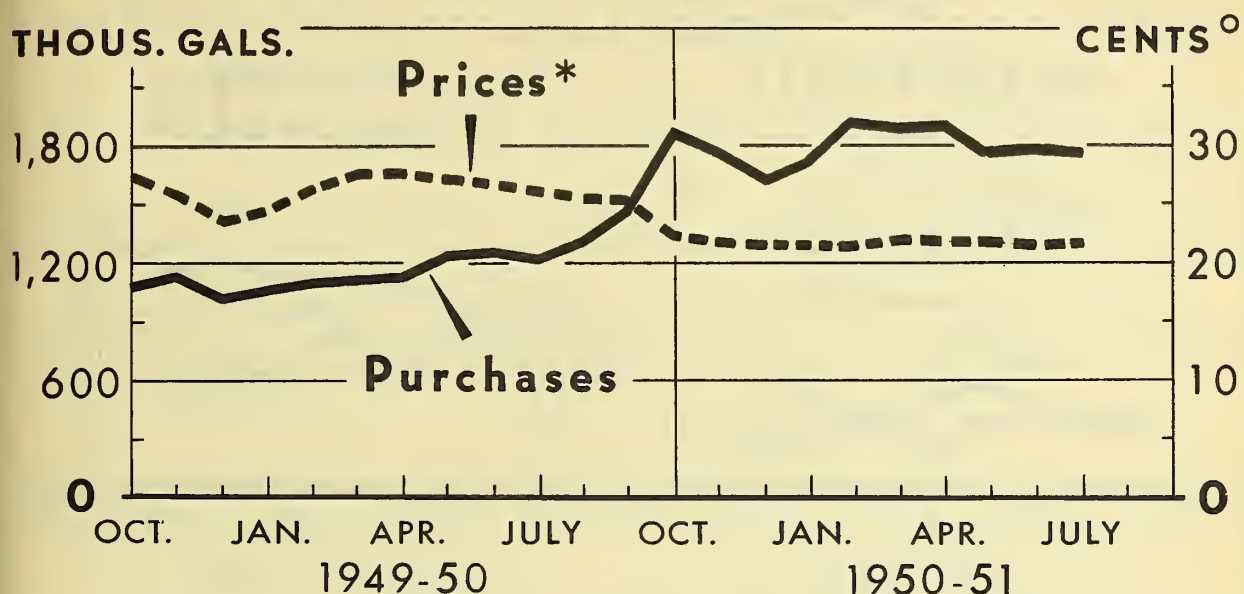
2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

° PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG48004-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid, October 1949 to date

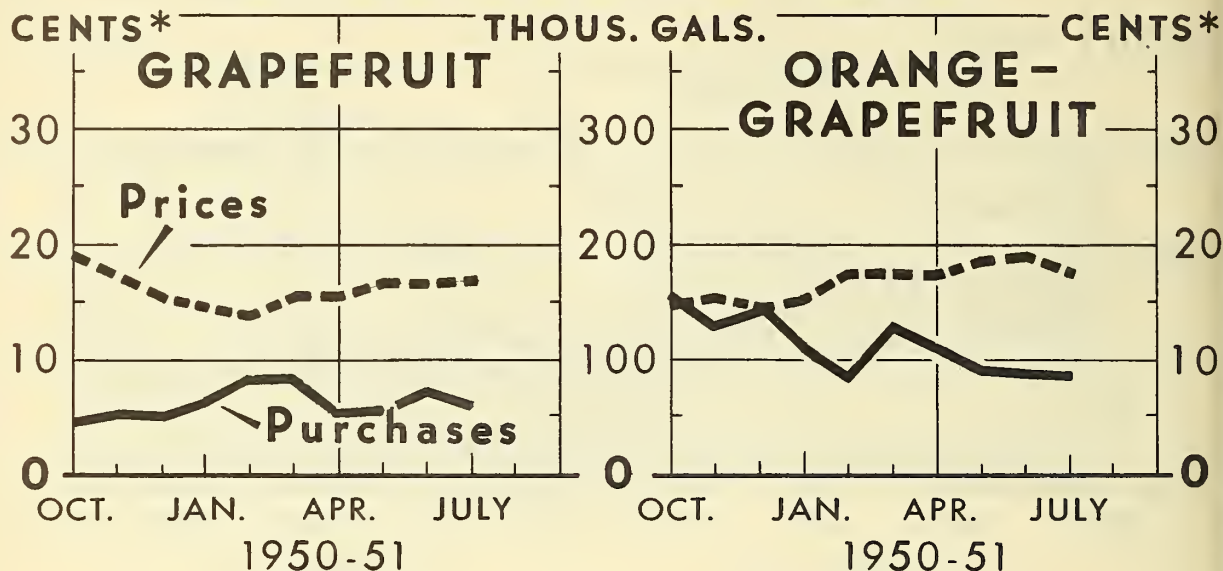
Period	Purchases		Average prices per 6 oz. can	
	1950-51	1949-50	1950-51	1949-50
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	1,865	1,076	22.1	27.3
November	1,762	1,131	21.7	25.9
December	1,638	1,024	21.6	23.7
October-December 1/	5,747	3,540		
January	1,716	1,057	21.6	24.4
February	1,917	1,089	21.5	26.4
March	1,872	1,098	22.1	27.7
October-March 1/	11,752	7,063		
April	1,892	1,134	21.9	27.8
May	1,768 2/	1,243	21.9	27.2
June	1,775	1,258	21.6	26.8
October-June 1/	17,035	10,993		
July	1,756	1,218	21.8	26.1
August		1,308		25.7
September		1,470		25.5
Season 1/		15,318		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

# FROZEN CONCENTRATED CITRUS JUICES

Consumer Purchases and Prices Paid



\* PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48005-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.4.--Frozen concentrated citrus juices: Consumer purchases and prices paid, October 1950 to date

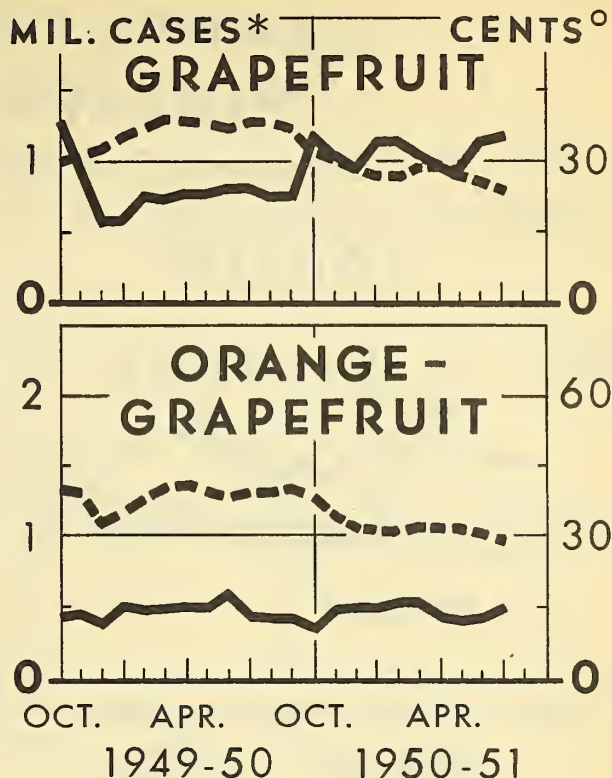
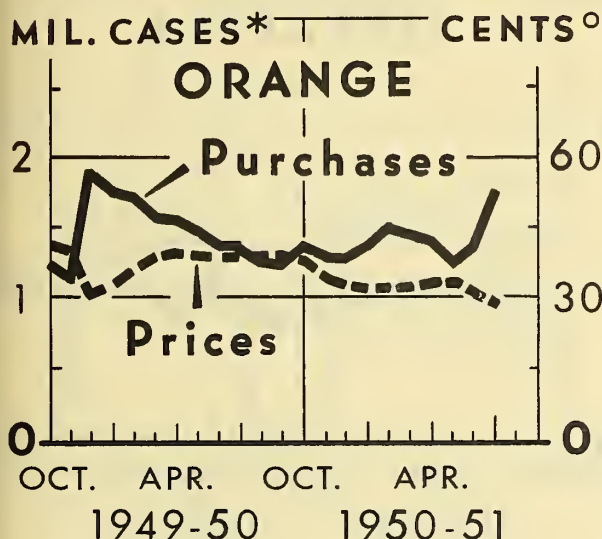
Period	Grapefruit		Orange-grapefruit blend	
	Purchases	Average prices per 6 oz. can	Purchases	Average prices per 6 oz. can
	<u>1,000 gallons</u>	<u>Cents</u>	<u>1,000 gallons</u>	<u>Cents</u>
1950-51				
October	45	19.1	157	14.3
November	51	17.4	129	15.4
December	50	15.6	142	14.5
October-December 1/	165		462	
January	63	14.8	111	15.1
February	83	13.9	86	17.4
March	84	15.6	129	17.5
October-March 1/	419		813	
April	51	15.5	111	17.4
May	55	16.8	91	18.5
June	72	15.6	88	19.1
October-June 1/	619		1,130	
July	60	17.1	85	17.4
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24#2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48006-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.5-- Canned citrus juices: Consumer purchases and prices paid,  
October 1949 to date

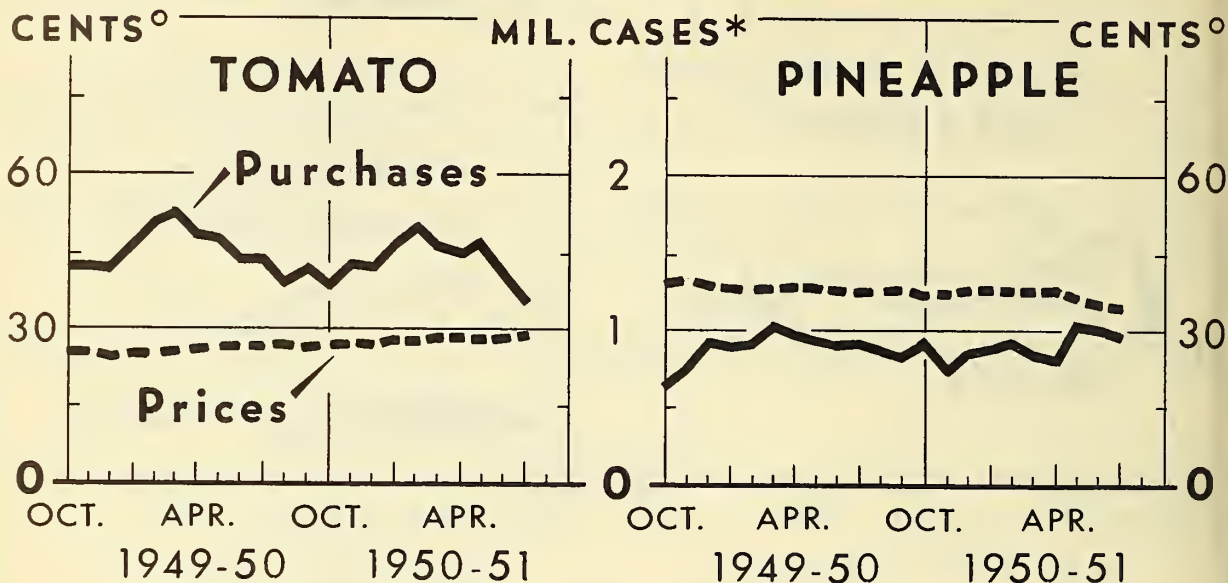
Period	Oranges				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1950-51 <sup>1</sup>	1949-50 <sup>1</sup>	1950-51 <sup>1</sup>	1949-50 <sup>1</sup>	1950-51 <sup>1</sup>	1949-50 <sup>1</sup>	1950-51 <sup>1</sup>	1949-50 <sup>1</sup>	1950-51 <sup>1</sup>	1949-50 <sup>1</sup>	1950-51 <sup>1</sup>	1949-50 <sup>1</sup>
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
Oct.	1,357	1,260	37.3	41.1	1,117	1,282	31.6	30.0	364	439	38.0	40.4
Nov.	1,284	1,137	33.7	39.6	1,022	919	30.3	30.8	489	461	33.7	39.3
Dec.	1,272	1,890	32.1	30.4	956	573	28.5	32.2	499	388	31.6	33.0
Oct.-Dec. 2/	4,248	4,770			3,390	2,967			1,485	1,385		
Jan.	1,368	1,763	31.5	32.3	1,138	570	27.3	35.2	499	500	31.1	34.8
Feb.	1,490	1,722	32.0	36.2	1,135	765	27.0	36.4	536	476	30.7	37.9
March	1,456	1,570	32.3	38.4	1,049	723	27.8	38.5	537	490	31.8	39.9
Oct.-March 2/	8,931	10,275			7,012	5,214			3,193	2,961		
April	1,403	1,565	33.2	39.1	975	768	28.4	38.0	429	498	32.0	40.5
May	1,261	1,462	33.3	38.4	931	767	28.0	37.8	405	494	32.3	39.2
June	1,358	1,365	31.0	37.8	1,138	798	25.6	36.6	426	588	30.1	38.0
Oct.-June 2/	13,251	15,068			10,325	7,737			4,557	4,674		
July.	1,775	1,366	28.1	37.9	1,192	808	23.8	37.6	499	428	27.7	38.8
Aug.		1,236		38.4		744		37.7		411		39.3
Sept.		1,215		38.4		755		36.0		414		39.8
Season 2/		19,200				10,222				6,041		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED TOMATO AND PINEAPPLE JUICE

Consumer Purchases and Prices Paid



\*EQUIVALENT CASES OF 24#2's

o PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48007-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.6.--Canned tomato and pineapple juice: Consumer purchases and prices paid, October 1949 to date

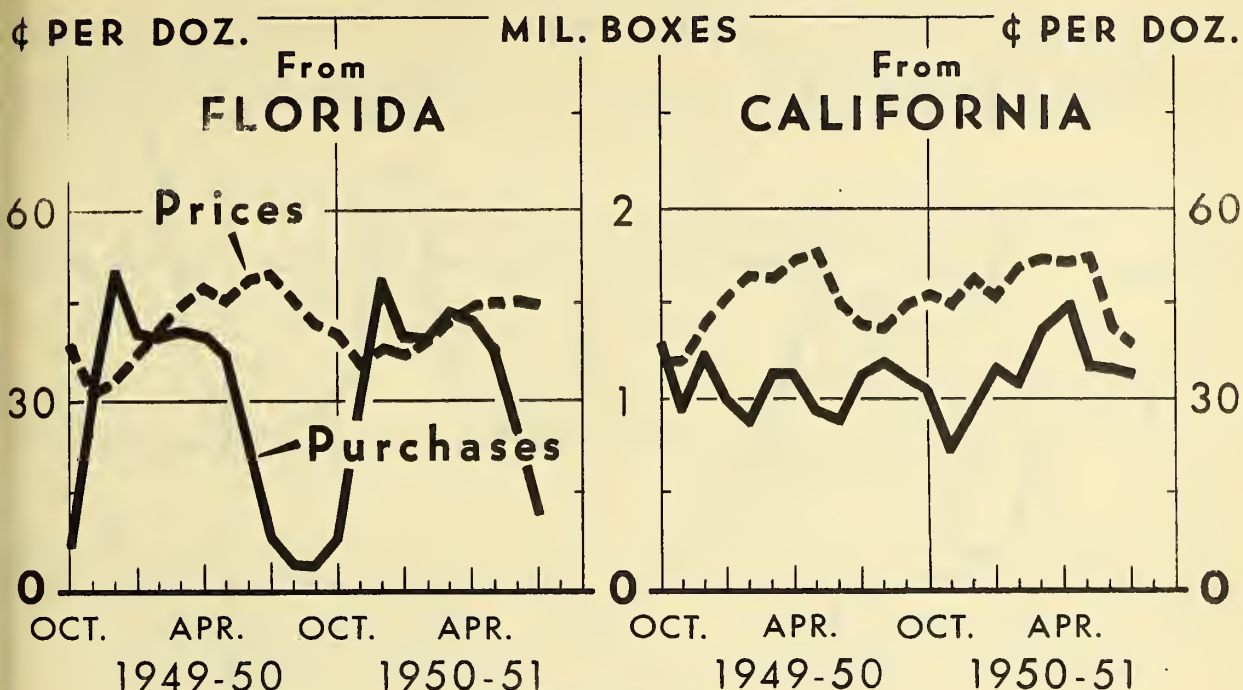
Period	Tomato				Pineapple			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 cases 1/	1,000 caeee 1/	Cents	Cente	1,000 casee 1/	1,000 caeee 1/	Cents	Cents
October	1,293	1,396	27.1	24.8	915	656	37.2	39.1
November	1,426	1,413	27.4	24.8	757	762	37.4	39.7
December	1,416	1,393	27.5	24.6	857	924	37.7	38.9
October-December 2/	4,499	4,562			2,750	2,559		
January	1,580	1,545	28.0	25.6	892	901	37.7	38.4
February	1,641	1,692	27.9	25.6	925	919	37.4	38.2
March	1,529	1,754	28.3	26.1	829	1,027	37.4	37.9
October-March 2/	9,591	9,993			5,648	5,685		
April	1,493	1,610	28.3	26.5	808	990	38.0	38.3
May	1,547	1,578	28.2	26.9	1,023	938	36.4	38.4
June	1,344	1,452	28.3	26.9	1,000	920	34.8	38.0
October-June 2/	14,346	15,015			8,754	8,772		
July	1,176	1,452	28.7	26.9	951	927	34.5	37.8
August		1,293		27.4		871		37.9
September		1,394		26.9		838		38.0
Season 2/		19,480				11,626		

1/ Equivalent caeee of 24 No. 2 cans - 432 ounces per caeee.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchases totals for each 3-month period.

# FRESH ORANGES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48020-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.7.—Florida and California-Arizona oranges: Consumer purchases and prices paid, October 1949 to date

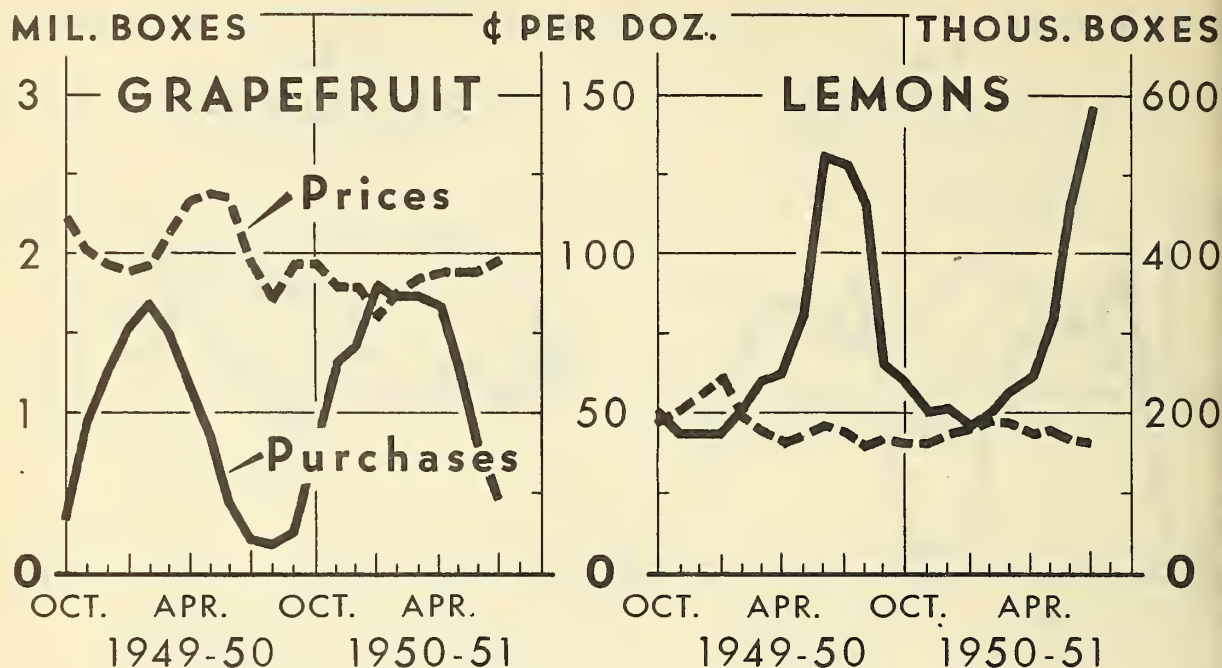
Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000	40.5	38.6	1,000	1,000	46.5	36.0
November	999	1,029	35.6	31.2	738	945	45.4	36.1
December	1,640	1,664	38.3	32.9	938	1,231	49.4	42.1
October-December 1/	3,247	3,288			2,865	3,698		
January	1,333	1,346	36.8	37.0	1,152	1,003	45.9	46.0
February	1,327	1,331	39.4	41.1	1,074	887	50.7	49.4
March	1,451	1,365	42.1	44.5	1,370	1,123	52.1	49.0
October-March 1/	7,713	7,697			6,797	6,947		
April	1,412	1,340	44.6	48.0	1,472	1,121	51.8	52.3
May	1,243	1,229	45.1	46.3	1,171	934	52.3	53.2
June	830	778	45.7	48.8	1,160	902	41.0	44.6
October-June 1/	11,458	11,338			10,859	10,092		
July	408	258	44.8	50.2	1,123	1,135	38.6	41.5
August		122		46.2		1,183		40.9
September		120		42.1		1,107		44.9
Season 1/		11,863				13,807		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# GRAPEFRUIT AND LEMONS

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48018-XX BUREAU OF AGRICULTURAL ECONOMICS

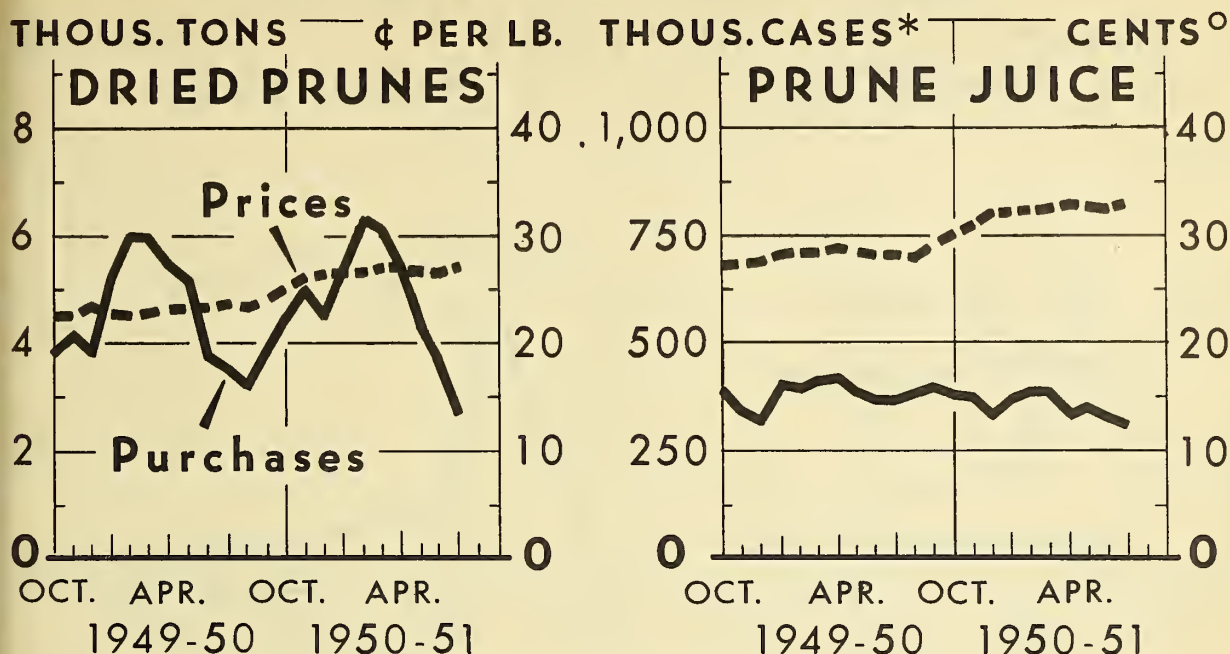
Fig. 8.--Grapefruit and lemons: Consumer purchases and prices paid, October 1949 to date

Period	Grapefruit				Lemons			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	830	334	96.9	110.5	236	199	40.5	46.8
November	1,319	953	88.5	100.7	201	174	40.8	51.0
December	1,425	1,255	88.5	96.2	204	172	42.8	55.9
October-December 1/	3,925	2,851			691	588		
January	1,810	1,533	80.6	93.8	193	172	44.8	61.3
February	1,709	1,670	87.3	96.3	200	204	48.1	48.1
March	1,713	1,477	91.8	106.4	224	242	46.9	44.4
October-March 1/	9,687	7,929			1,365	1,257		
April	1,660	1,123	94.0	117.4	246	249	42.3	40.8
May	1,263	861	94.3	118.9	314	320	44.5	42.4
June	804	422	93.7	116.5	466	519	41.8	45.5
October-June 1/	13,687	10,531			2,508	2,432		
July	455	214	97.8	97.4	584	512	40.4	44.4
August		172		85.5		464		40.3
September		262		96.6		257		41.8
Season 1/		11,212				3,772		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24#2's    <sup>o</sup> CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48008-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.9.--Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

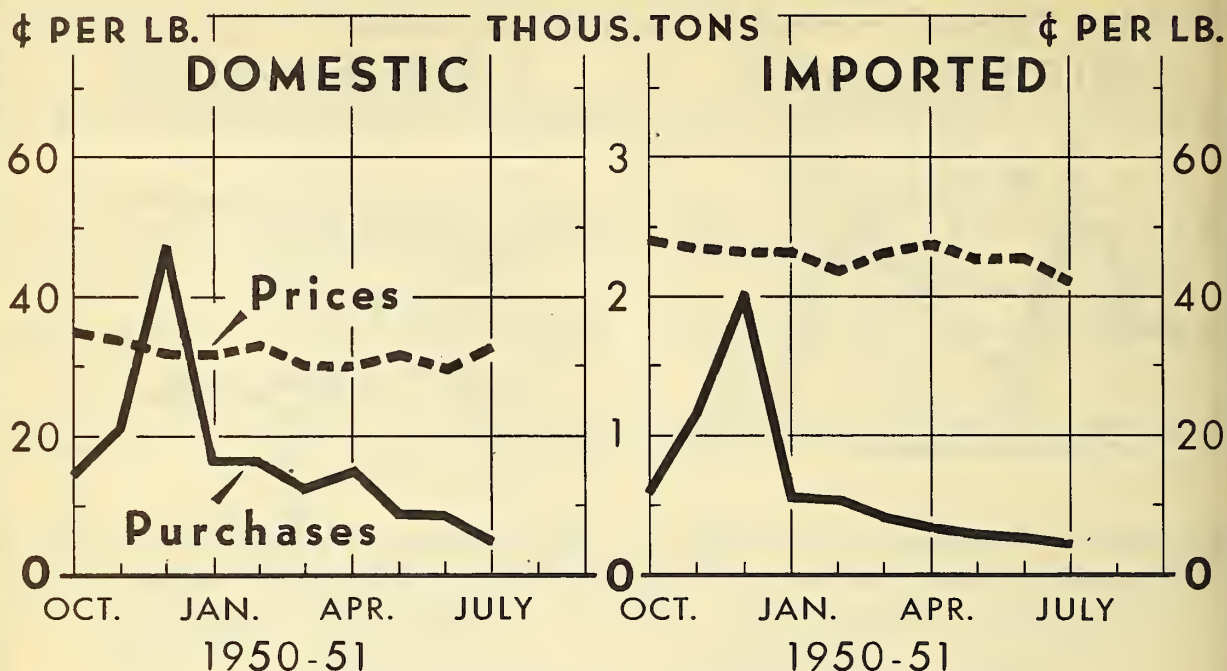
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,485	3,804	25.0	22.6	381	383	30.1	27.1
November	4,996	4,120	26.0	22.6	373	337	30.9	27.3
December	4,541	3,840	26.4	23.6	328	317	32.0	27.5
October-December 2/	15,625	12,846			1,189	1,137		
January	5,364	5,222	26.6	22.7	368	402	32.2	28.1
February	9,318	5,980	26.7	22.6	387	393	32.3	28.4
March	6,075	5,952	27.1	22.8	386	408	32.4	28.5
October-March 2/	35,037	31,512			2,439	2,459		
April	5,405	5,528	27.1	23.0	334	417	32.9	28.7
May	4,304	5,174	26.7	23.1	354	386	32.6	28.5
June	3,667	3,756	26.8	23.2	324	369	32.4	28.4
October-June 2/	49,393	46,962			3,528	3,736		
July	2,686	3,507	27.2	23.7	307	368	32.7	28.4
August		3,193		23.3		379		28.0
September		3,872		23.9		395		29.3
Season 2/		58,253				4,978		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DATES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48009-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.10.---Dates: Consumer purchases and prices paid, October 1950 to date

Period	Domestic		Imported	
	Purchases	Average prices per pound	Purchases	Average prices per pound
	<u>Tons</u>	<u>Cents</u>	<u>Tons</u>	<u>Cents</u>
1950-51				
October	729	35.0	596	48.2
November	1,073	34.0	1,178	47.0
December	2,371	32.0	2,029	46.6
October-December 1/	4,643		4,153	
January	815	31.7	562	46.6
February	824	32.8	537	43.6
March	625	30.3	410	46.4
October-March 1/	7,077		5,805	
April	725	30.0	315	47.7
May	428	31.7	284	45.0
June	413	29.7	240	45.5
October-June 1/	8,714		6,695	
July	226	32.7	209	41.9
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.--Frozen concentrated juices: U. S. total consumer purchases, percentage of families buying, and average prices, July 1951, June 1951, and July 1950 1/

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
Orange juice			
July 1951	1,756	18.9	21.8
June 1951	1,775	18.5	21.6
July 1950	1,218	14.3	26.1
Grapefruit juice			
July 1951	60	1.0	17.1
June 1951	72	1.4	16.6
July 1950 <u>2/</u>	-	-	-
Orange-grapefruit blend			
July 1951	86	1.5	17.4
June 1951	88	1.4	19.1
July 1950 <u>2/</u>	-	-	-
Grape juice			
July 1951	186	4.3	22.1
June 1951	182	4.1	21.9
July 1950	100	2.4	26.8
Other concentrates			
July 1951	55	<u>2/</u>	16.8
June 1951	60	<u>2/</u>	15.4
July 1950 <u>2/</u>	-	-	-
Total			
July 1951	2,143	20.7	
June 1951	2,177	20.7	
July 1950	1,411	15.8	

1/ Each month represents a 4-week period.

2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, July 1951, June 1951, and July 1950 <sup>1/</sup>

Commodity	Consumer purchases or 24 No. 2's 1,000 cases	Percentage of families buying Percent	Average price per 46-oz. can 2/ Cents
Orange			
July 1951	1,775	16.8	28.1
June 1951	1,358	14.0	31.0
July 1950	1,366	14.1	37.9
Grapefruit			
July 1951	1,192	12.3	23.8
June 1951	1,138	12.2	25.6
July 1950	808	10.0	37.6
Orange-grapefruit blend			
July 1951	499	6.1	27.7
June 1951	426	5.8	30.1
July 1950	428	6.0	38.8
Lemon			
July 1951	103	5.7	10.4
June 1951	86	4.5	10.0
July 1950	112	5.7	13.4
Tomato			
July 1951	1,176	16.1	28.7
June 1951	1,344	17.1	28.3
July 1950	1,452	18.6	26.9
Pineapple			
July 1951	951	14.0	34.5
June 1951	1,000	14.0	34.8
July 1950	927	14.5	37.8
Prune			
July 1951	307	5.6	32.7
June 1951	324	5.4	32.4
July 1950	368	6.2	28.4
Total <sup>3/</sup>			
July 1951	7,046	52.2	
June 1951	6,733	50.3	
July 1950	6,631	50.9	

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Except lemon juice, 5 $\frac{1}{2}$ -ounce can; and prune juice, 32-ounce bottle.

<sup>3/</sup> Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Source: National Consumer Panel of Industrial Surveys Company

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, July 1951, June 1951, and July 1950 <sup>1/</sup>

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying: Percent	Average price per dozen Cents
Oranges			
California-Arizona			
July 1951	1,123	25.0	38.6
June 1951	1,160	25.3	41.0
July 1950	1,135	25.6	41.5
Florida			
July 1951	408	8.1	44.8
June 1951	830	14.9	45.7
July 1950	258	6.7	50.2
Total <sup>2/</sup>			
July 1951	1,749	34.4	40.2
June 1951	2,296	40.7	42.9
July 1950	1,622	34.7	43.0
Grapefruit			
California-Arizona			
July 1951	156	4.1	88.6
June 1951	159	3.9	74.3
July 1950 <sup>3/</sup>	-	-	-
Florida			
July 1951	151	4.1	104.6
June 1951	374	8.5	99.4
July 1950 <sup>3/</sup>	-	-	-
Total <sup>4/</sup>			
July 1951	455	11.5	97.8
June 1951	804	18.7	93.7
July 1950	214	5.2	97.4
Lemons			
July 1951	584	38.2	40.4
June 1951	466	33.4	41.8
July 1950	512	37.3	44.4

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Includes purchases of Texas oranges and those which were not identified as to origin.

<sup>3/</sup> Information not available.

<sup>4/</sup> Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company



Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying and average prices, July 1951, June 1951, and July 1950 1/

Commodity	Consumer purchases Tons	Percentage of families buying Percent	Average price per pound Cents
Apricots			
July 1951	392	1.5	44.7
June 1951	430	1.9	59.0
July 1950	293	1.5	50.6
Dates			
Domestic			
July 1951	226	.8	32.7
June 1951	413	1.5	29.7
July 1950 <u>2/</u>	-	-	-
Imported			
July 1951	209	1.4	41.9
June 1951	240	1.7	45.5
July 1950 <u>2/</u>	-	-	-
Total <u>3/</u>			
July 1951	482	2.4	36.8
June 1951	743	3.4	34.4
July 1950	271	1.4	41.0
Peaches <u>4/</u>	-	-	-
Prunes			
July 1951	2,686	6.9	27.2
June 1951	3,667	9.4	26.8
July 1950	3,507	8.9	23.7

1/ Each month represents a 4-week period.

2/ Information not available.

3/ Includes purchases of dates which were not identified by origin.

4/ Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.---Canned juices and frozen concentrated juices: U. S. total consumer purchases and average prices, July 1951 (4-week period)

Commodity	Purchases				Average prices			
	Percentage of all:		Per 1,000		Size of aver-		Per actual	
	families buying:		capita		age purchase:		unit	
	Percent	1,000 cases 1/	Cases 1/	Ounces	Size	Cents	No. 2 can	Cents
Canned juices								
Orange	16.8	1,775	11.8	68.6	46 oz.	28.1		11.6
Grapefruit	12.3	1,192	8.0	65.4	46 oz.	23.8		9.6
Orange-gpft. blend	6.1	499	3.3	60.0	46 oz.	27.7		11.1
Tangerine	1.8	124	.8	58.0	46 oz.	24.6		10.2
Lemon	5.7	103	.7	14.0	5½-6oz.	10.4		34.1
Apple	4.0	265	1.8	43.6	32 oz.	23.7		12.1
Grape	6.4	236	1.6	28.3	32 oz.	39.0		25.1
Pineapple	14.0	951	6.3	47.5	46 oz.	34.5		13.9
Prune	5.6	307	2.1	35.7	32 oz.	32.7		18.6
Tomato	16.1	1,176	7.8	47.0	46 oz.	28.7		12.1
Vegetable combination:	2.8	142	1.0	40.7	46 oz.	37.2		15.7
Other juices	2/	276	1.3	35.3	46 oz.	39.8		17.7
Total	52.2	7,046	47.0	49.9				13.0
Frozen concentrated								
juices		1,000 gallons	Gallons	Ounces	Size	Cents		
Orange	18.9	1,756	11.7	13.1	6 oz.	21.8		
Grape	4.3	186	1.2	9.2	6 oz.	22.1		
Grapefruit	1.0	60	.4	11.5	6 oz.	17.1		
Orange-gpft. blend	1.5	86	.6	11.6	6 oz.	17.4		
Other concentrates	2/	55	.4	8.6	6 oz.	16.8		
Total	20.7	2,143	14.3	12.3				

1/ Equivalent cases of No. 2 cans, 432 ounces per case.  
2/ Information not available.

Table 6.--Fresh citrus fruit: U. S. total consumer purchases and average prices, July 1951 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of all families buying	Total	Per 1,000 capita	Size of average purchase	
	Percent	1,000 boxes	Boxes	Units	
Oranges					
California-Arizona:	25.0	1,123	7.5	12.3	38.6
Florida	8.1	408	2.7	11.7	44.8
Texas 1/	-	-	-	-	-
Unidentified	6.9	190	1.3	10.2	40.5
Total	34.4	1,749	11.7	12.0	40.2
Grapefruit					
California-Arizona:	4.1	156	1.0	4.3	88.6
Florida	4.1	151	1.0	3.8	104.6
Texas 1/	-	-	-	-	-
Unidentified	4.4	118	.8	3.3	100.4
Total	11.5	455	3.0	3.9	97.8
Lemons	38.2	584	3.9	7.2	40.4
Limes	2.9	1,009 2/	6.7 2/	7.8	29.8
Total	55.9	2,788 3/	18.6 3/	8.9	

1/ Too few purchases reported for analysis.

2/ Dozens of units.

3/ Totals do not include limes and small purchases of tangerines.

Source: National Consumer Panel of Industrial Surveys Company



Table 7.--Dried fruit: U. S. total consumer purchases and average prices, July 1951 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of all families buying:	Total	Per	Size of	
	all families:	1,000 capita:	average purchase:		
	Percent	Tons	Pounds	Ounces	
Apricots	1.5	392.0	5.2	18.3	44.7
Dates					
Domestic	.8	225.8	3.0	16.9	32.7
Imported	1.4	209.1	2.8	9.9	41.9
Unidentified	.2	47.5	.6	13.9	34.0
Total	2.4	482.4	6.4	12.7	36.8
Peaches 1/	-	-	-	-	-
Prunes	6.9	2,685.8	35.8	23.1	27.2
Total 2/	17.3	3,898.8	52.0	19.3	31.9

1/ Too few purchases reported for analysis.

2/ Includes mixed dried fruit, dried apples, dried figs and dried pears, but excludes dried currants and raisins.

Source: National Consumer Panel of Industrial Surveys Company

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